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PATENT  
ATTORNEY DOCKET NO. 10246/007001

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Anthony D. Estes  
Serial No.: 09/353,896  
Filed : July 16, 1999  
Title : DIRECT RESPONSE E-MAIL

Art Unit: 2761  
Examiner:

Assistant Commissioner for Patents  
Washington, DC 20231

RECEIVED  
MAR-3 2000  
TECH CENTER 2700

INFORMATION DISCLOSURE STATEMENT

Applicant is aware of the following:

E-mail direct mail promotion targeted at specific audiences.

Setting up an outbound e-mail in which the response mode is to click on a URL.

Having a recipient of an outbound e-mail type a response at the top of an e-mail message.

Outbound e-mail messages that include brackets with instructions to the recipient to type an x in the brackets to indicate a choice of a product with the reply e-mail messages being checked manually for the responses.

Automatic processing of reply e-mail messages.

Automatically parsing received e-mail messages for information and loading the information into a database.

Managing an e-mail message address list by automatically parsing inbound e-mail messages that have been annotated to indicate a user's intention to unsubscribe or change an address.

Date of Deposit 2.23.00  
I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Lesley J. Arcidy  
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In parsing inbound e-mail messages, identifying exceptions for manual processing.

Brightware, Kana.com and Mustang offer advanced exception handling tools to be able to treat issues raised in inbound customer-service type e-mail messages.

Applying natural language base processing rules outside of a limited set of key words to treat inbound customer service e-mail.

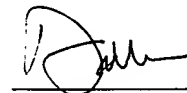
The assignee of the inventor in this case sent text based outbound messages making a single product offering on behalf of a client as early as January 26, 1998, with no parsing or exception handling with respect to the inbound replies that contained a key word entered by a customer.

Services offered by Sift, Inc., reflected on the attached web pages.

This statement is being filed before a first office action. Please apply any charges or credits to Deposit Account No. 06-1050, reference 10246/007001.

Respectfully submitted,

Date: 2/23/00



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